








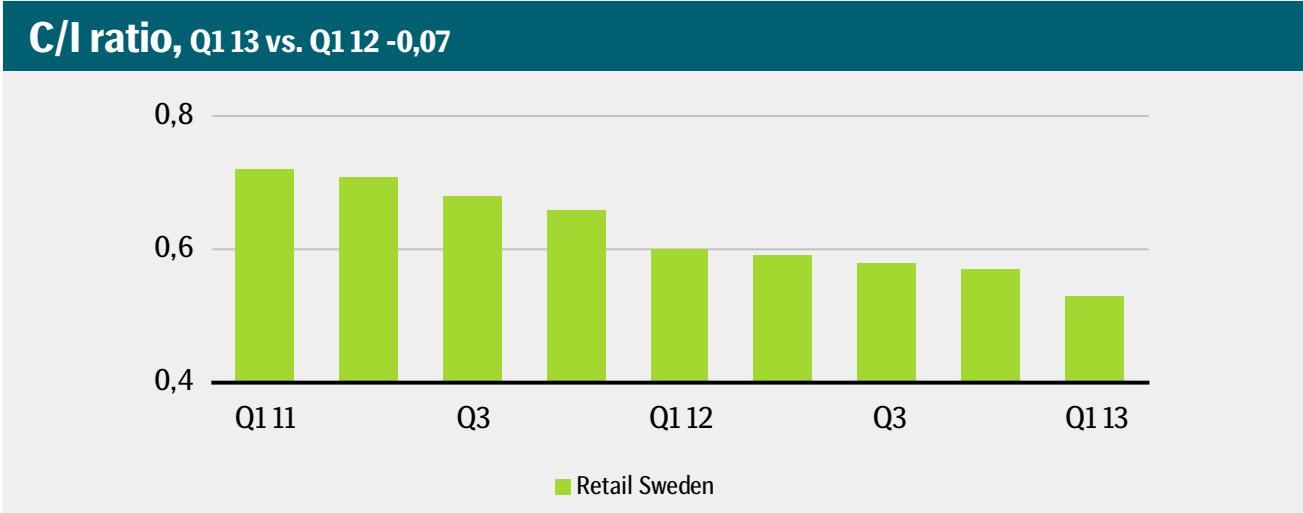
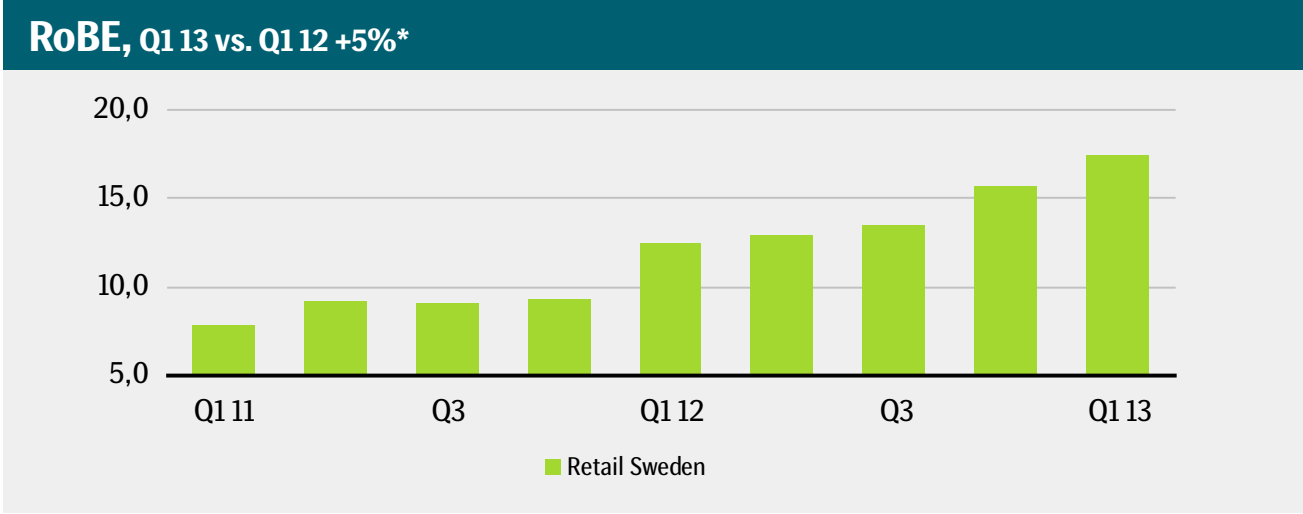
Retail Sweden
ABG Sundal Collier lunch meeting

Mats Torstendahl
26 April, 2013

Profitable growth in line with strategic intent

Focus 2010-2012		Focus 2013-2015
Grow SME market		Increase share-of-wallet
Improve customer satisfaction		Execute on Net Promoter Score activities
Enhance offer to private segment		More full-service customers
Improve business acumen and organizational confidence		Build competence and business behavior
Multi-channel offering		Improve customers ability to travel seamlessly between channels

RoBE and CI continue to improve

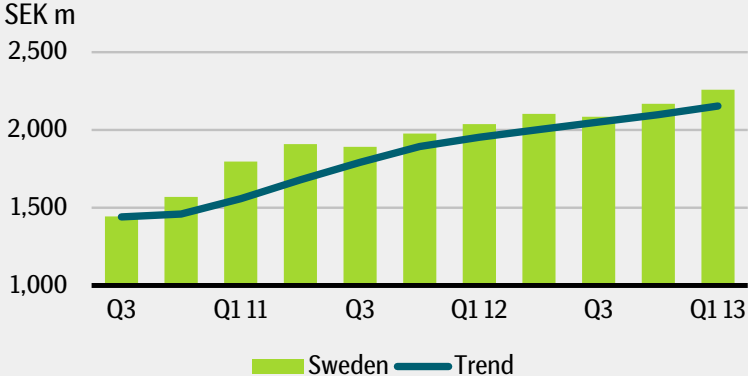


*proforma, adjusted to allow improved comparison (altered tax and BE allocation models)

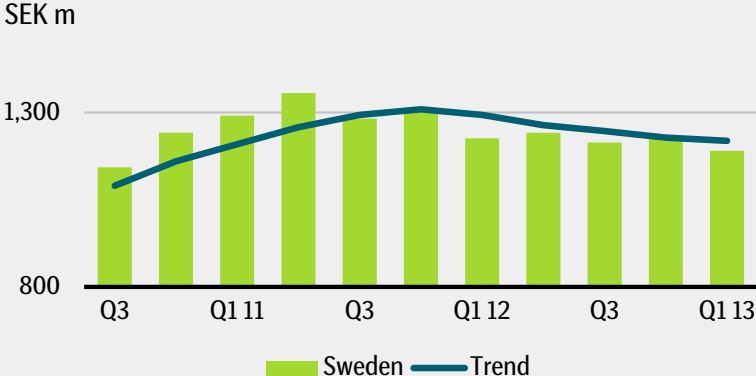
Continued positive trend for Retail Sweden

Q1 vs. Q1

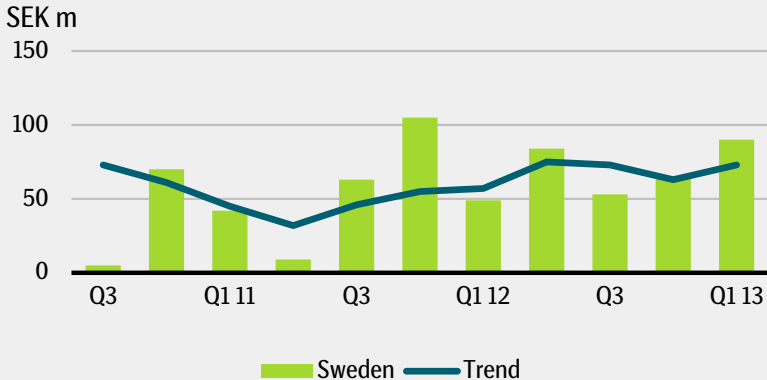
Income + 11 %



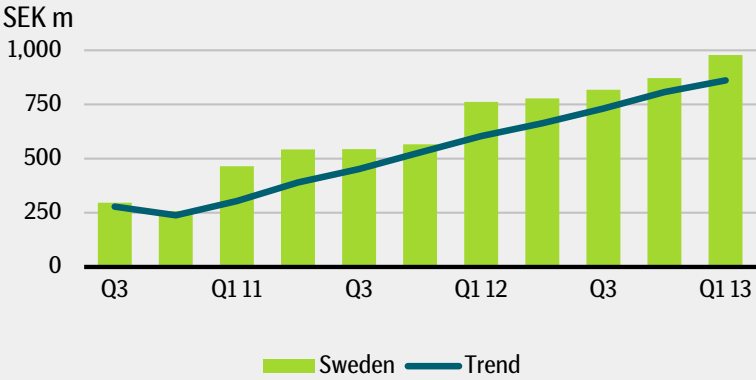
Expenses -10 %



Credit losses +84 %



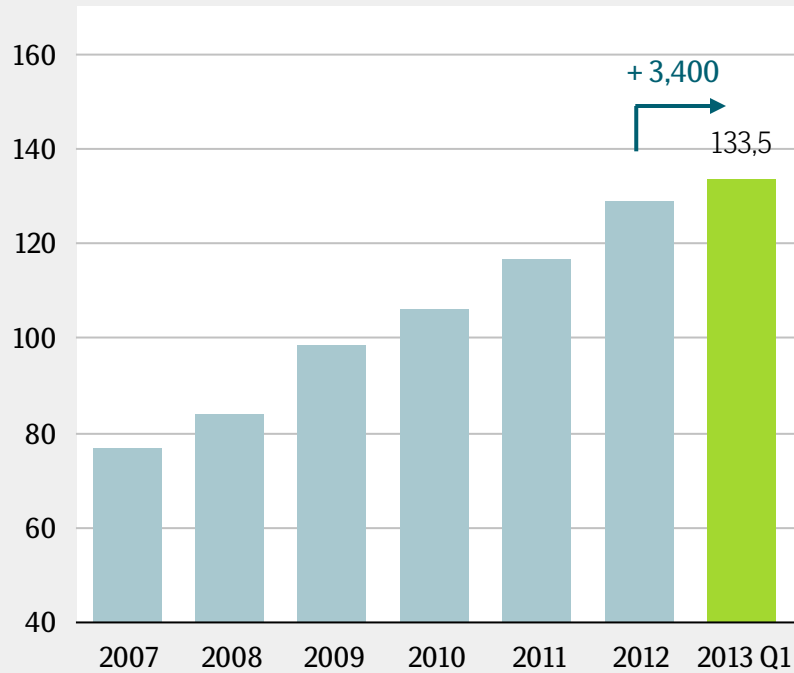
Profit +28 %



Strong inflow of new customers

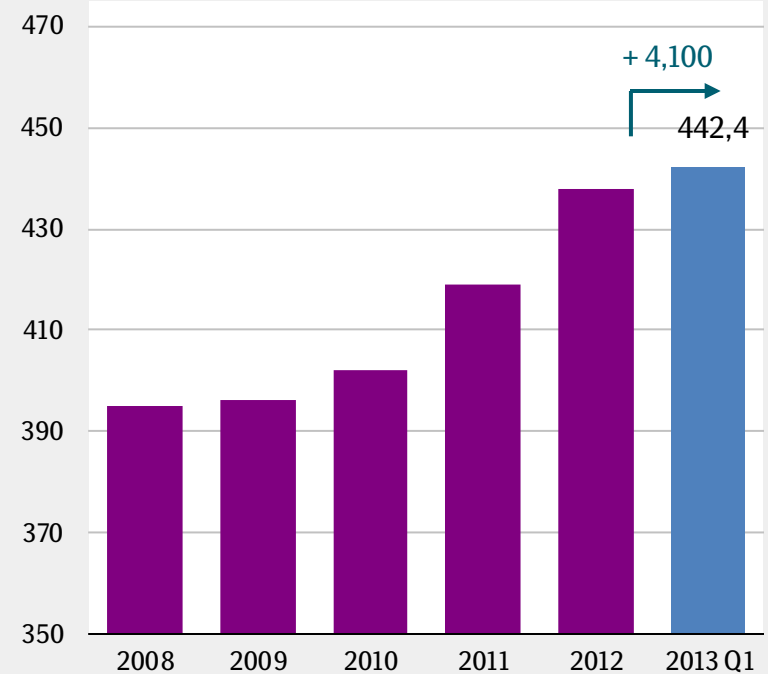
Active payment customers, Corporate

Thousands

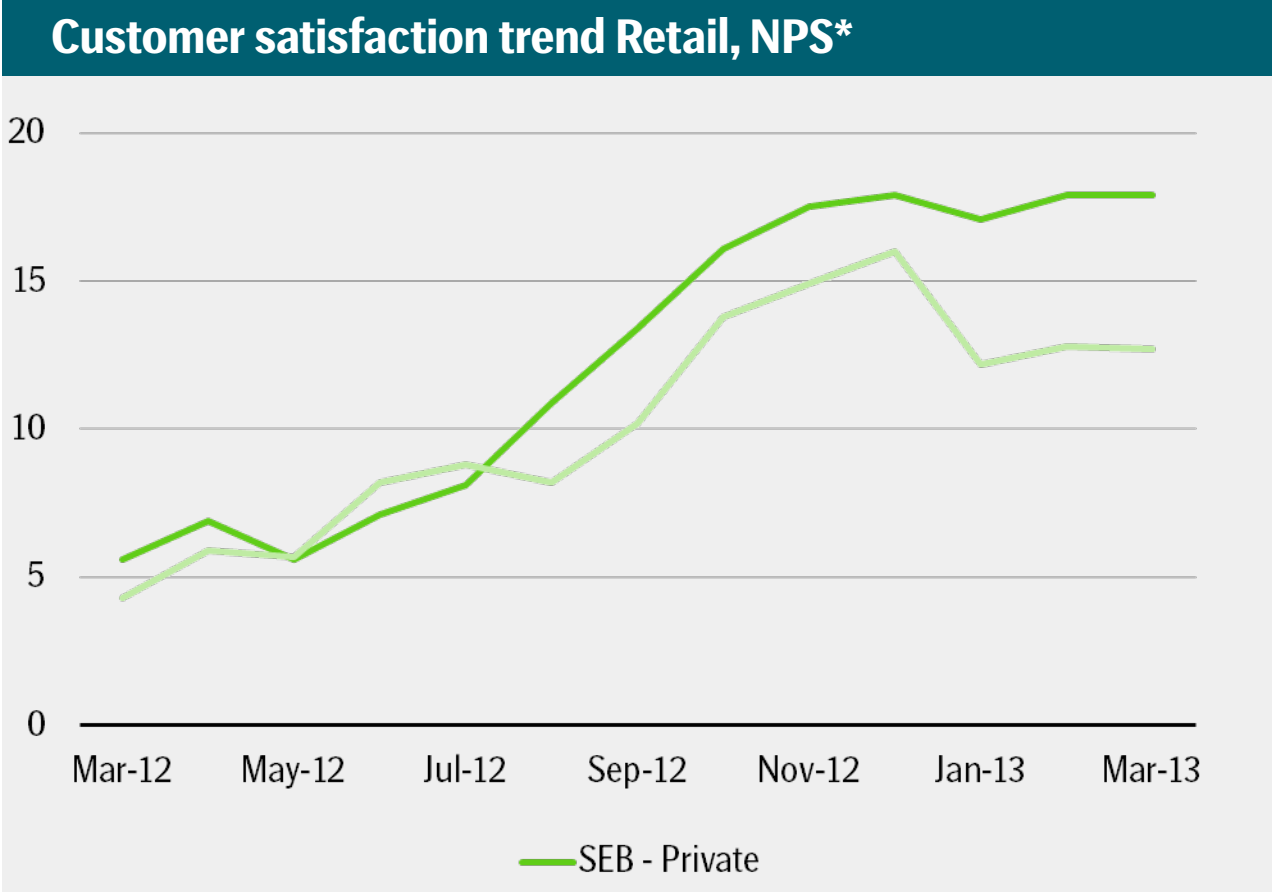


Home bank customers, Private

Thousands



Customer relationships improving



*Net Promoter Score

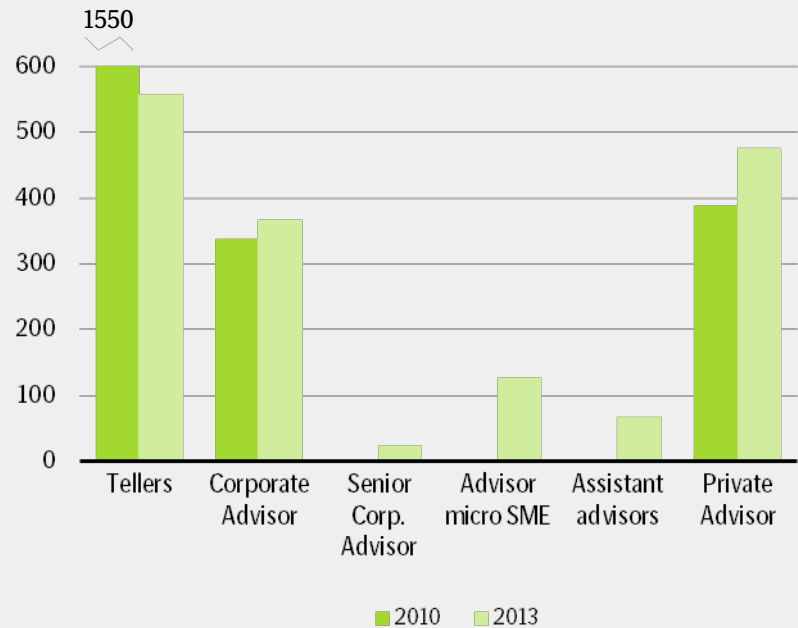
Increased business acumen, training, and improved recruitment process have significantly strengthened Retail's core competence

Comment

- In 2009 a major competence overhaul was performed
- Major change from Tellers to Advisors
- Strong focus within Retail at;
 - Business solutions
 - Certifications
 - Sales training
 - Subject specific expertise (e.g. SME, etc.)
 - Strong focus to act as local CEO for Branch managers

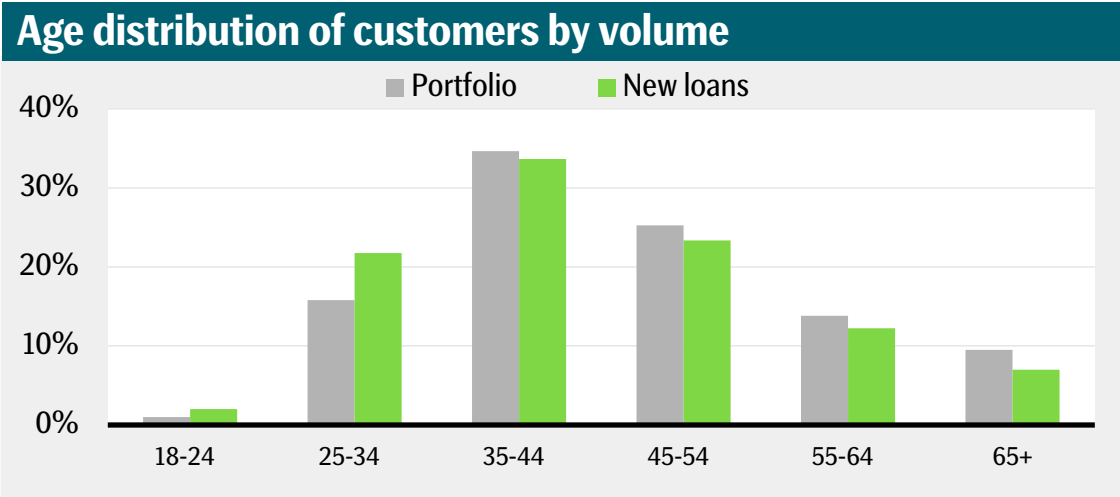
of individuals per role

2010 & 2013

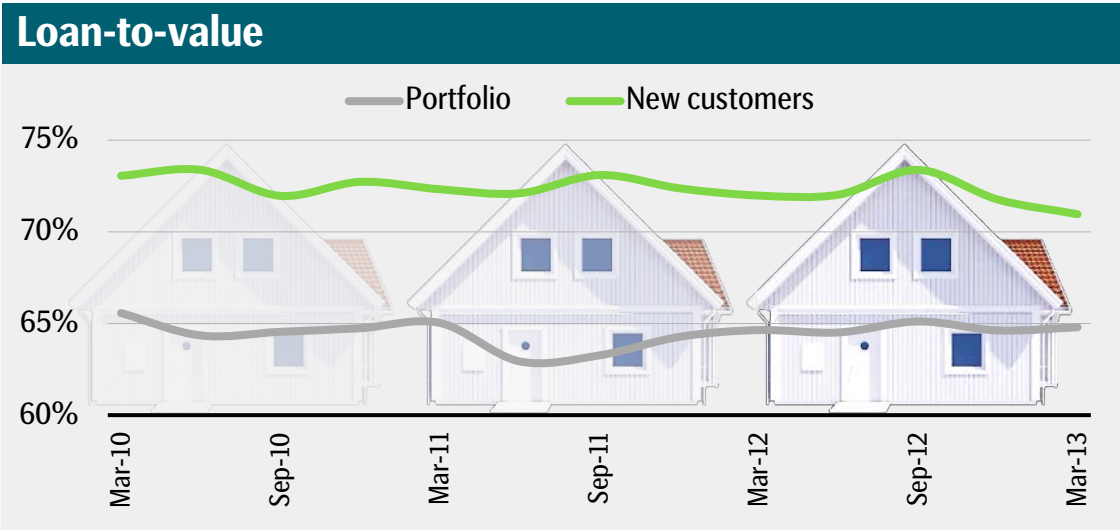


Source: SEB HR systems

Sustainable growth of mortgage portfolio



- ### SEB Credit criteria
- Cash flow
 - 5x income limit
 - Loan-to-value cap
 - Amortization
 - 7% interest



Broad and coordinated savings effort



Complementary and broad offering

Internal funds



External funds



Development non-institutional savings in Sweden (SEK bn)

Savings advisory



	Balance Q4 2012	Net flow Q1 2013
Deposits	215.9	-2.9
Structured products*	6.0**	+1.6
Mutual funds	259.4	+2.5
<i>of which external funds</i>	46.4	+4.0
Insurance & pension	149.9	+0.1

* Excluding exchange traded certificates

** Net issued volume 2012

Key take away on growth

Comment

- Stable strategies over time
- Overall customer oriented
- Proactive and available
- Competitive offering – competence and products
- Open for business – during and post crisis
- Transparent pricing



The relationship bank in our part of the world

